



STRENGTH IN THE PACK

NC STATE
BRAND SNAPSHOT 2021

OFFICE OF STRATEGIC BRAND MANAGEMENT

THE WOLFPACK

Bonded by tradition, teamwork and our bold Think and Do spirit, the Wolfpack name and image perfectly capture NC State's driving ethos. Our diversity is our strength, and our shared experiences sustain us. And our territory, whether at home in Raleigh or farther afield, is growing. Pride runs deep with our alumni, whether they're fourth generation or first, and our paths crisscross the globe. We build community, put thought into action and always howl back.

NC State is a top public institution and research enterprise, recognized around the globe as a STEM powerhouse. We use hands-on learning and innovative research to tackle some of society's toughest challenges. Here, bold ideas lead to cutting-edge solutions.

We're home to 12 colleges, industry partners such as IBM, Eastman Chemical, LexisNexis and Merck, and federally funded collaborative institutes for the Department of Energy, the National Security Agency and the National Nuclear Security Administration. **Our students, alumni and associated startups generate \$6.5 billion of North Carolina income annually.**

A charter member of the Atlantic Coast Conference, NC State is home to 23 NCAA division I varsity athletics teams, with two NCAA championships and Olympic champion alumni.

THINK AND DO

Cover photo:

NC State is one of only a handful of universities with dual mascots. Ms. Wuf dates back to 1975, when NC State introduced women's sports programs. In 2019, the ratio of male to female incoming students was 50/50 for the first time.

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Our Home



Memorial Belltower



Holladay Hall



Court of North Carolina



Mary Yarbrough Court



The Brickyard



Lake Raleigh Woods



Free Expression Tunnel



Reynolds Coliseum



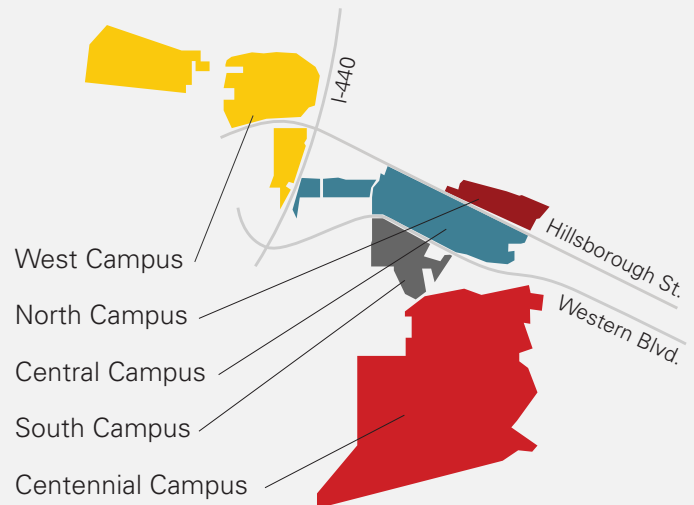
College of Veterinary Medicine Pastures

2,137

Acres

5

Campus Communities



Centennial Campus

A premier research park for government, education, corporations and research entities, Centennial Campus unites NC State students and faculty, national and international partners, and the wider community of Raleigh.

- Est. 1987
- 75 partners
- Award-winning Hunt Library
- Lake Raleigh
- Lonnie Poole Golf Course



Student Housing

First-year students are required to live on campus to build community and enhance the Wolfpack experience.

Nearly 10,000 students live in residence halls or on-campus apartments.

Buildings, Old and New

NC State is constantly growing and adapting to fit the needs of those it serves. Expansions and renovations in the past decade include Talley Student Union, Carmichael Gym and D.H. Hill Jr. Library. Centennial Campus is home to the award-winning Hunt Library, the new Plant Sciences Building and the recently completed Fitts-Woolard Hall. The Wolfpack community has enthusiastically supported these investments, which will provide countless opportunities for NC State's students, researchers and partners.

Our Logos

Spirit/Athletics Marks

Tied closely to athletics and student life, these marks are typically found on branded merchandise.



WOLFPACK

PACK

Institutional Marks

Institutional marks represent the university as an academic/research institution.

NC STATE

**NC STATE
UNIVERSITY**

THINK AND DO



Secondary Marks



College Vault: Retro vintage retail fashion



Hallmark: A modern seal used at department level and at retail



PackPups: Youth marks at retail and for K-8 educational promotion



PackPlaid: Official registered tartan of NC State

Licensing Facts and Trademarks



\$1,414,970*

NC State utilizes the Collegiate Licensing Company to help administer and navigate the retail environment and over 300 licensees.

Total CLC Royalties



1,389,628

Number of Units Sold



307

Number of Licensees



1,617

Number of Retailers

Howling Cow Ice Cream

- Once only available on campus or at the North Carolina State Fair
- Now, six flavors of Howling Cow® ice cream available through 150 Harris Teeter grocery stores

Old Tuffy Premium Lager

- A five-year agreement with New Belgium Brewery to include academics, research and beer licensing
- Launched in August 2019 with 80,000 cases sold the first year
- #1 selling beer at Carter-Finley Stadium



CLC Royalty Rankings for 2020

Top 50

1	Alabama	27	Purdue
2	LSU	28	Missouri
3	Michigan	29	Mississippi State
4	Texas A&M	30	Stanford
5	Clemson	31	Iowa State
6	Penn State	32	Utah
7	Florida	33	Washington State
8	Oklahoma	34	Minnesota
9	Michigan State	35	NC State
10	Tennessee	36	Cal
11	Nebraska	37	Syracuse
12	UNC - Chapel Hill	38	Mississippi
13	Auburn	39	Virginia
14	West Virginia	40	Colorado
15	Florida State	41	Illinois
16	Arkansas	42	Pittsburgh
17	Arizona State	43	Oregon State
18	South Carolina	44	Maryland
19	Texas Tech	45	Duke
20	Arizona	46	Cincinnati
21	Oklahoma State	47	Baylor
22	Washington	48	BYU
23	Kansas	49	TCU
24	Virginia Tech	50	U.S. Military Academy
25	UCLA		
26	Louisville		

Increased rank from 40th in 2019*



1	Clemson
2	UNC - Chapel Hill
3	Florida State
4	Virginia Tech
5	Louisville
6	NC State
7	Syracuse
8	Duke
9	Virginia
10	Pittsburgh
11	Georgia Tech
12	Boston College

* Not including Howling Cow ice cream or Old Tuffy Premium Lager FY 2019.

Our Key Licensees

Our top 50 licensees account for 77% of sales.

Top 10 Apparel Retail Licensees

adidas America Inc.
Colosseum Athletics Corporation
GFSI LLC (Champion)
Knights Apparel LLC
Top Of The World
L2 Brands LLC
Columbia Sportswear by
Outdoor Custom Sportswear
Nor Rob Enterprises Inc.
dba The Roberts Group
American Threads
Cutter & Buck

Top 10 Non-apparel Retail Licensees

Logo Brands Inc.
Commemorative Brands Inc.
dba Balfour
University Frames (CA)
Wincraft Inc.
Rawlings Sporting Goods
Tervis Tumbler Company
Signature Announcements Inc.
Spirit Products Ltd./MA
YETI Coolers LLC
Boelter Brands LLC

Top Trending Products



Masks



Loungewear



Puzzles

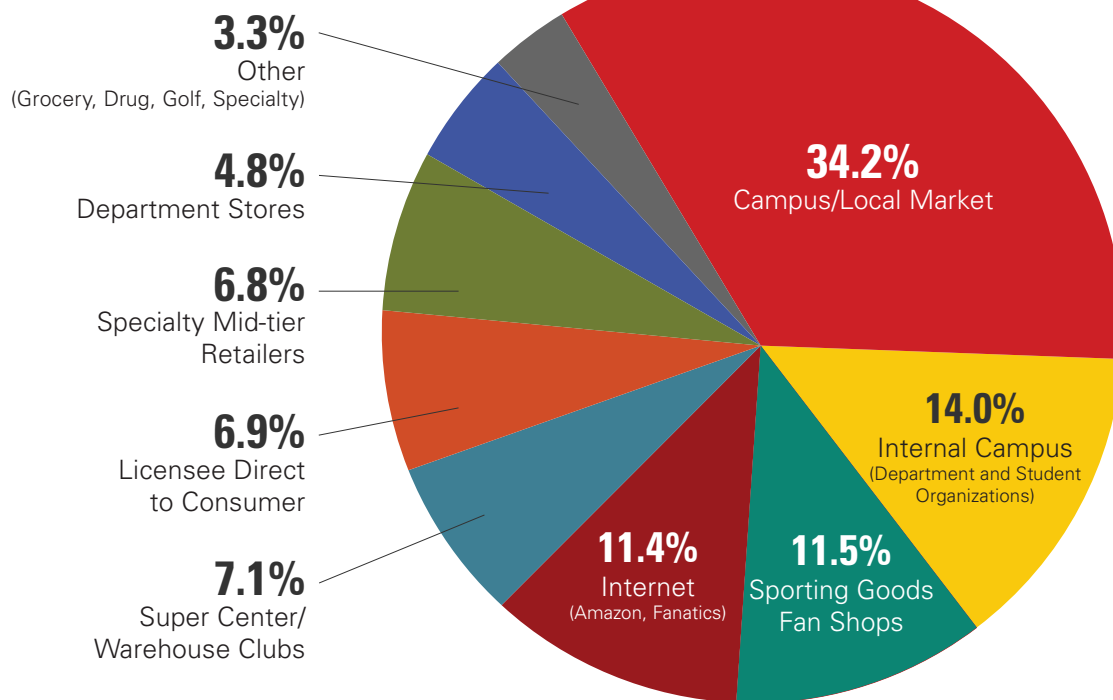


Where the Pack Shops

Top Wolfpack Retailers



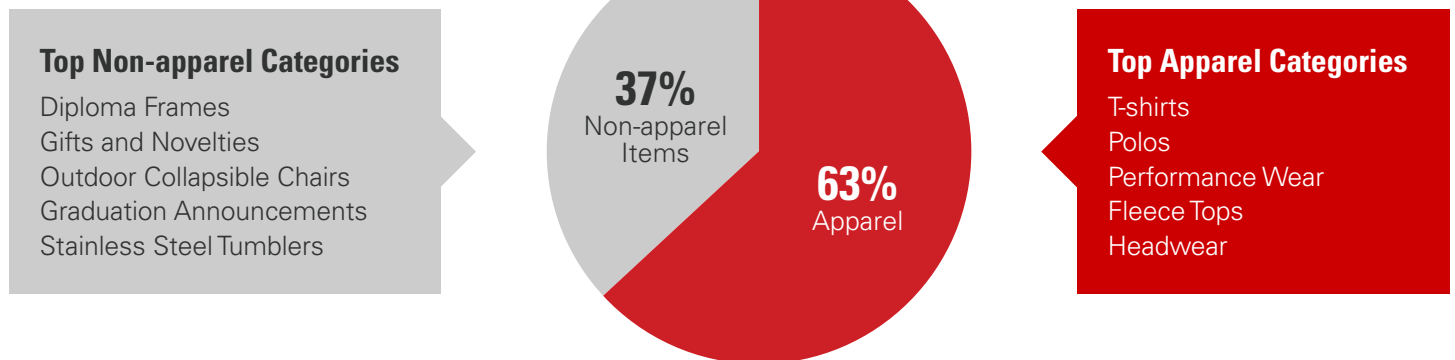
Distribution Channels



What the Pack Loves

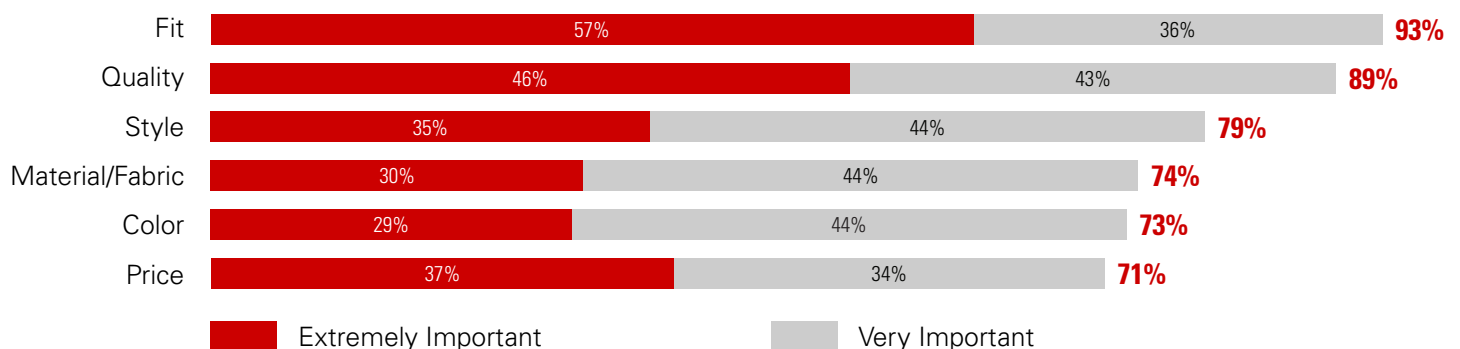


Apparel vs. Non-apparel Sales



Top Six Features NC State Fans Look for in Fan Apparel

2018 Endeavor NC State Fan Survey



Wolfpack Athletics

Below are fans' responses to this question:

Which word or phrase do you associate with the Wolfpack?

LOYALTY
FAMILY
TEAMWORK
INNOVATION

CAMARADERIE
EXCITEMENT
DRIVE

Men's and Women's Sports

Men's Sports

Baseball
Basketball
Cross-Country
Football
Golf
Rifle (Coed)
Soccer
Swimming and Diving
Tennis
Track and Field
Wrestling

Women's Sports

Basketball
Cross-Country
Golf
Gymnastics
Rifle (Coed)
Soccer
Softball
Swimming and Diving
Tennis
Track and Field
Volleyball

Football Attendance

Average home game attendance in 2019

1	Michigan	111,459
2	Penn State	105,678
3	Ohio State	103,383
4	Texas A&M	101,608
5	Alabama	101,117
6	LSU	100,842
7	Texas	96,306
8	Georgia	92,817
9	Nebraska	89,348
10	Tennessee	87,864
11	Auburn	85,765
12	Florida	84,684
13	Oklahoma	83,256
14	Clemson	80,868
15	South Carolina	77,962
16	Wisconsin	76,472
17	Notre Dame	76,288
18	Washington	68,238
19	Michigan State	67,819
20	Iowa	65,557
21	Iowa State	59,794
22	BYU	59,574
23	Southern California	59,358
24	Virginia Tech	58,293
25	NC State	56,466
26	Mississippi State	56,182
27	West Virginia	55,907
28	Oklahoma State	54,817
29	Missouri	54,160
30	Purdue	54,021

Going Pro

NC State is the only university that has five alumni quarterbacks on 2020 NFL rosters, with a total of 40 NFL seasons played between them.

Philip Rivers, Colts

2000 - 2003

Russel Wilson, Seahawks

2008 - 2010

Mike Glennon, Jaguars

2009 - 2012

Jacoby Brissett, Colts

2013 - 2015

Ryan Finley, Bengals

2016 - 2018





56,466

Average Football
Attendance

13,897

Average Basketball
Attendance



**WOLFPACK
CLUB**



Top 1/3 in Membership
in ACC



Active Members in
Over 10 States

17,000+

Active Members

Basketball Attendance

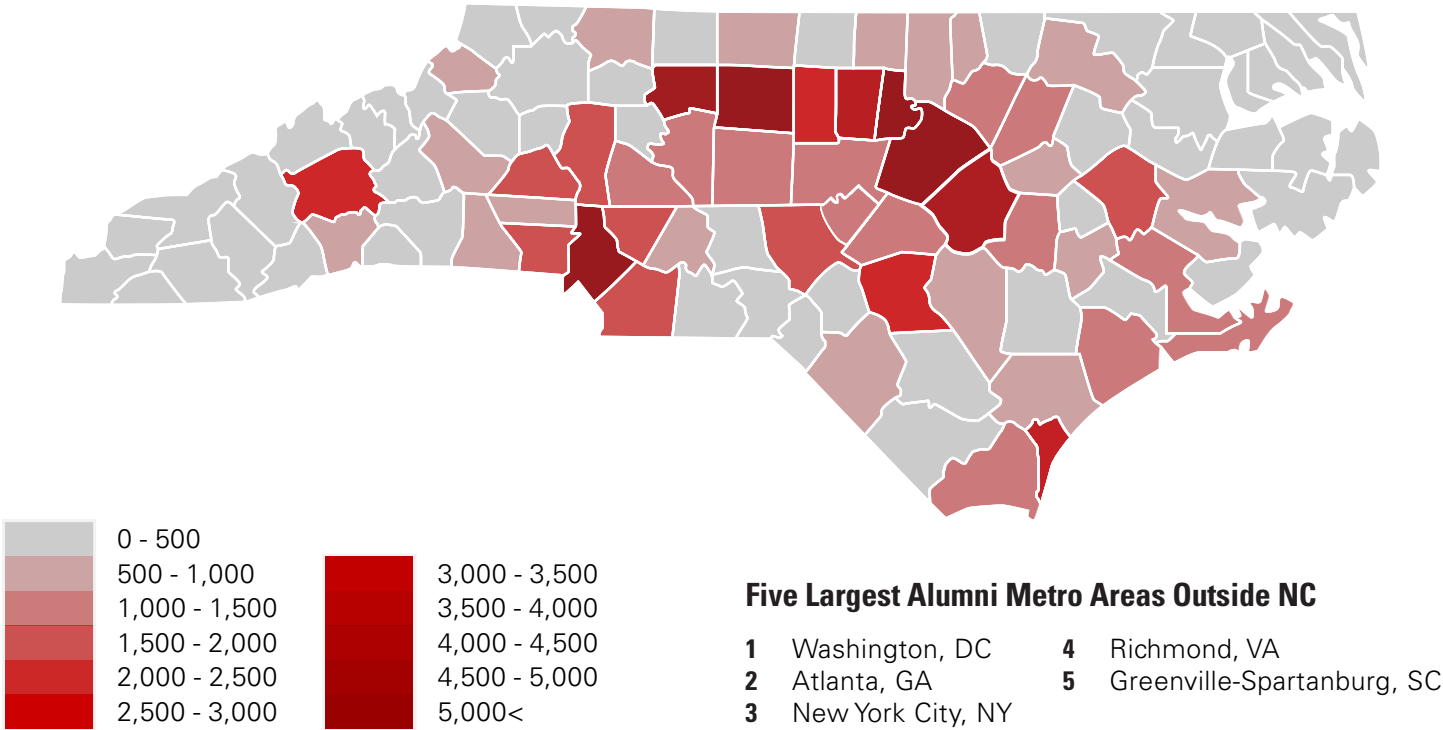
Average home game attendance in 2019

1	Syracuse	21,992
2	Kentucky	21,695
3	UNC - Chapel Hill	19,715
4	Tennessee	19,034
5	Wisconsin	17,170
6	Louisville	16,601
7	Kansas	16,236
8	Creighton	15,980
9	Marquette	15,611
10	Nebraska	15,341
11	Arkansas	15,278
12	Indiana	15,206
13	Michigan	14,797
14	Purdue	14,467
15	Iowa State	14,099
16	Virginia	14,087
17	Memphis	14,065
18	Maryland	14,009
19	Ohio State	13,922
20	NC State	13,897
21	Arizona	13,744
22	Dayton	12,957
23	Iowa	12,869
24	Michigan	12,505
25	Illinois	12,456
26	Texas Tech	12,098
27	BYU	11,958
28	South Carolina	11,472
29	Cincinnati	11,256
30	New Mexico	11,107

**In 2019, 984,874 fans attended
NC State sporting events.**

Alumni

In-State Alumni



64%

Alumni Living in North Carolina

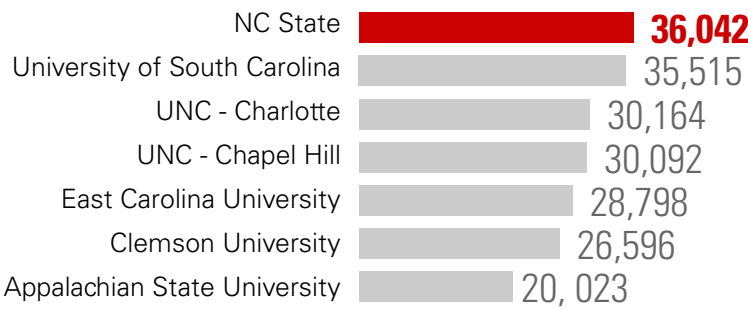
250,000

Living Alumni

36,042

Students Enrolled for Fall 2020

Enrollment in Public Universities in the Carolinas



NC State is the largest public university in the Carolinas

36,000+
Students

2,200+
Faculty

6,600+
Staff

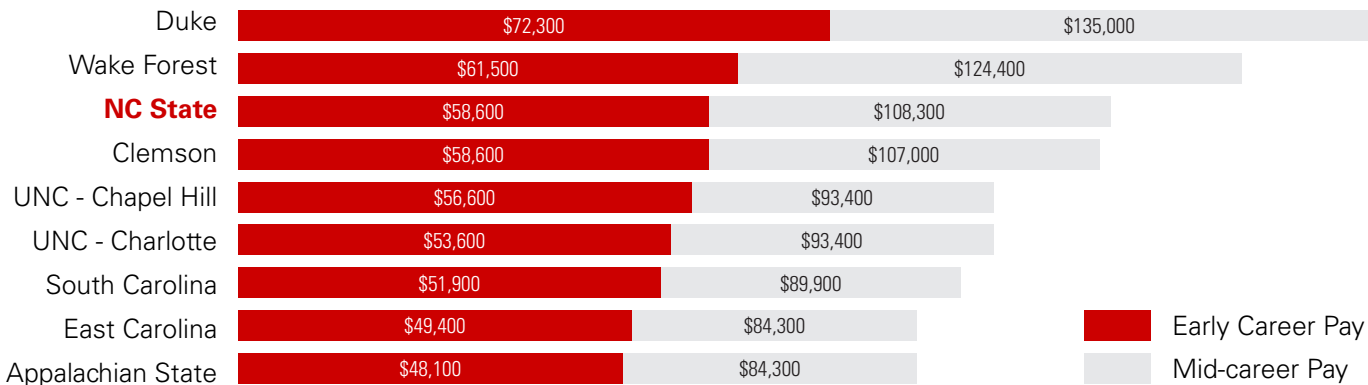
Income Demographics

\$56,000

Average Starting Salary for Graduates
(Payscale.com)

#1

Best Public College for your Money in North Carolina
(Money Magazine)



Impact

What Do Trademark Royalties Fund?

Proceeds from officially licensed merchandise make a real impact on our students! **We share funding beyond athletics to include need-based and merit scholarships, as well as study-abroad programs.** Not every school can say that — we're proud that we can.

ATHLETICS

**MERIT-BASED
SCHOLARSHIPS**

**NEED-BASED
SCHOLARSHIPS**

STUDY ABROAD



It's a Wolfpack World

Shirts and mugs with "Wolfpack" in 20 languages celebrate NC State's international student community. A portion of proceeds go to the Our Three Winners memorial scholarship fund.



OUR THREE WINNERS FOUNDATION
ELIMINATE HATE, ONE BIAS AT A TIME

Other Impacts

Fair Labor Impact

One percent of our gross royalties goes to support corporate responsibility and workers' rights in factories producing branded merchandise.



Mask Sales for the Student Emergency Fund

In 2020, we introduced branded Wolfpack cloth face masks in response to COVID-19. One-third of mask royalties benefits the Student Emergency Fund. Wolfpack Outfitters has raised over \$100,000 through mask sales for the Student Emergency Fund.



Our Community



At the Heart of the State

Raleigh was founded in 1792 as North Carolina's capital city. Named "the city of oaks" for its beautiful hardwood trees, the city has a population of nearly 500,000 as of 2020, and covers 146 square miles in the Piedmont area of the state.



2020 Rankings

Top 10

Most Recession-Resistant Cities
(SmartAsset)

Top 10

Best Cities in the U.S. to
Move to Right Now
(Curbed)

#3

Best City for Millennials to Relocate
(INDYWeek)

Top 10

Best Cities to Work from Home
(SmartAsset)

**Raleigh Among 'Most Livable'
Up-and-Coming Markets for Tech Jobs**
(Zillow)

2019 Rankings

#11

Best Big City to Live In
(wallethub.com)

#2

Top 100 Best Places to Live
(livability.com)

#3

Best in Quality of Life in the World
(NUMBEO)

Additional Accolades

- In 2017, the Milken Institute ranked Raleigh as the second-best-performing large metro area in the nation, citing NC State's leadership in research, industry partnerships and workforce development as key drivers of the city's booming economy.
- In 2020, *Forbes* listed NC State among the top 10 employers in North Carolina.

**“For the strength of the pack is the wolf,
and the strength of the wolf is the pack.”**

Rudyard Kipling

Gregg Zarnstorff

Director of Trademarks and Brand Protection
gdzarnst@ncsu.edu

Sonni Minton

Assistant Director of Trademarks and Brand Protection
sdminton@ncsu.edu

Chris Boyer

Assistant Vice Chancellor
ccboyer@ncsu.edu

Erin McCrary

Project Manager
emccrar@ncsu.edu

Contact us:

Office of Strategic Brand Management

3210 Faucette Drive
Campus Box 7508
Raleigh, NC 27695
trademarks@ncsu.edu

trademarks.ncsu.edu